

**What Is Claimed Is:**

1. A method for processing an HTML document comprising the steps of:  
obtaining textual content;  
converting a portion of the textual content to a media file;  
5 storing the media file; and  
providing a tag within the HTML document referencing the stored media file,  
wherein the tag references the media file including the portion of the textual content.
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2. The method of claim 1, wherein the media file is a sound file.
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3. The method of claim 1, wherein the media file is an image file.
4. The method of claim 1, wherein an expression of an idea within the textual content is the property of an entity.
5. The method of claim 3, wherein the image file includes a watermark.
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6. The method of claim 5, wherein the watermark serves as a notice of the existence of a property right.
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7. The method of claim 1, further comprising the step of compressing the media file according to a compression preference.

8. The method of claim 7, wherein the compression preference identifies a file format.
9. The method of claim 1, wherein the media file is stored in one of a client-side database and a networked cache.
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10. The method of claim 3, further comprising the step of generating an image map corresponding to the image file, according to a mapping preference.
- 10 11. The method of claim 10, wherein the mapping preference relates selectable spatial display coordinates to external document identifiers in order to enable user navigation.
- 15 12. The method of claim 1, wherein the step of converting the textual content to a media file eliminates the use of scripting commands for presenting the textual content.
13. A method for converting electronically encoded document content from a text format to an image format, comprising the steps of:  
obtaining the electronically encoded document;  
determining a content creation preference;  
extracting content from the electronically encoded document;  
converting the content from the text format to the image format according to the content creation preference; and
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performing one of a transfer of the content in image format to a database and a transfer of the content in image format to a client.

14. The method of claim 13, further comprising the step of applying a watermark to  
5 the content in the image format according to a watermarking preference.

15. The method of claim 14, further comprising the step of compressing the  
watermarked content in the image format according to a compression preference.

10 16. A method for dynamically converting electronically encoded HTML content from  
a text format to an image format, comprising the steps of:

receiving a request for the content from a client;

obtaining the content in text format;

determining a content creation preference; and

15 converting the content in text format to content in the image format according to  
the content creation preference.

17. The method of claim 16, further comprising the step of extracting the content in  
text format from the obtained content in the text format.

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18. The method of claim 16, further comprising the step of replying to the request,  
wherein the reply includes the content in the image format.

19. The method of claim 16, further comprising the step of applying a watermark to  
the content in the image format according to a watermarking preference.

20. The method of claim 19, further comprising the step of compressing the  
5 watermarked image according to a compression preference.

21. The method of claim 16, further comprising the step of generating an image map  
according to a mapping preference, wherein the image map relates selectable spatial  
display coordinates to external document identifiers.

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22. The method of claim 16, further comprising the step of storing the content in the  
image format.

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23. The method of claim 22, further comprising the step of generating an HTML  
document containing a reference to the stored content in the image format for retrieval  
and inline dynamic assembly by the client.

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24. The method of claim 19, further comprising the steps of:  
receiving a client system request for verification of the watermarked content;  
verifying the watermarked content; and  
replying to the client system request for verification.

25. The method of claim 19, further comprising the steps of:

receiving a client system request for verification of the watermarked content;

determining whether a plurality of watermarking verification elements are present

in the watermarked content;

5 determining whether a plurality of watermarking verification elements are current

in the watermarked content;

requesting the plurality of watermarking verification elements from a host via a

secure communications link;

10 receiving the requested watermarking verification elements from the host via the

secured communications link;

storing the watermarking verification elements in storage local to the client

system;

obtaining the watermarked image;

verifying the watermark; and

15 presenting a verification result to the client system.

26. The method of claim 25, wherein the host is remote to the client.

27. The method of claim 25, wherein the storage local to the client includes one of a

20 hard drive connected to the client and a networked cache.

28. A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps for processing an HTML document, the method steps comprising:
- obtaining textual content;
- 5 converting a portion of the textual content to a media file;
- storing the media file; and
- providing a tag within the HTML document referencing the stored media file, wherein the tag references the media file including the portion of the textual content.
- 10 29. The program storage device of claim 28, wherein the media file is an image file.
30. The program storage device of claim 28, wherein the image file includes a watermark.
- 15 31. The program storage device of claim 29, further comprising the step of generating an image map corresponding to the image file, according to a mapping preference.